



Best Location for Opening a New Mexican Restaurant

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Introduction

New York City is one of the world's most diverse cities to ever exist. Aside from a diverse demographic of cultures and people from all over the world, it has one of the largest transportation systems. Here in the big city, mass transit provides people with the opportunity to move around whether it be by foot, bus or subway. This is a key element that makes it ideal for opening a new restaurant within the five boroughs.

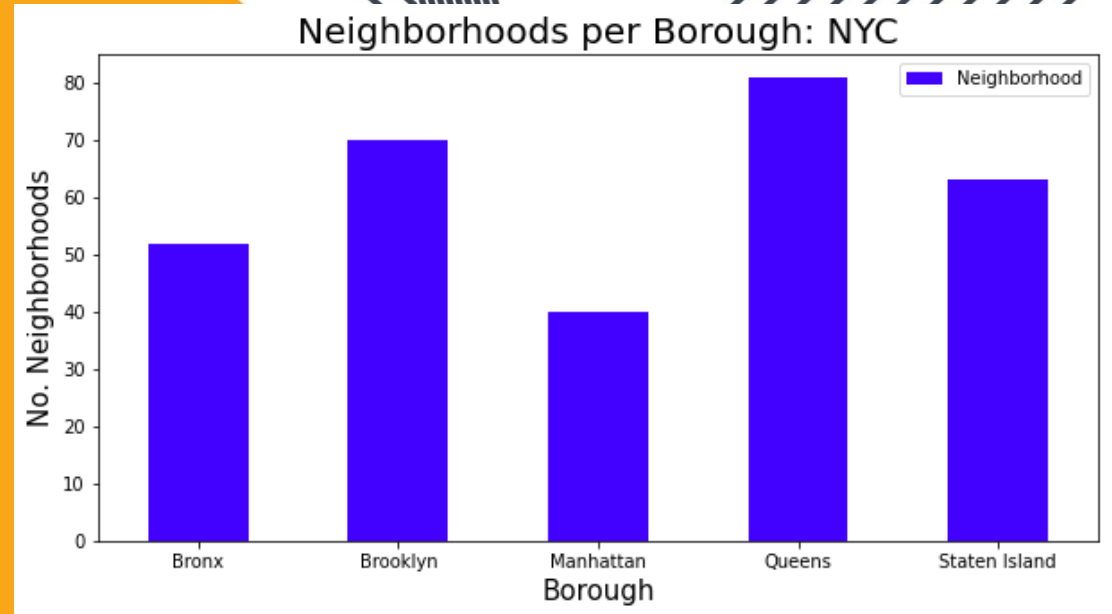
Business Problem

Mexican restaurants are already opened in New York City, although the city is huge, it becomes risky opening a restaurant of the same kind of foods within certain neighborhoods. This risk introduces factors such as, pricing, food quality and even popularity that can affect the performance of the new restaurant. Where would be the best location for opening a Mexican restaurant within New York City? What borough? What neighborhoods?

Methodology

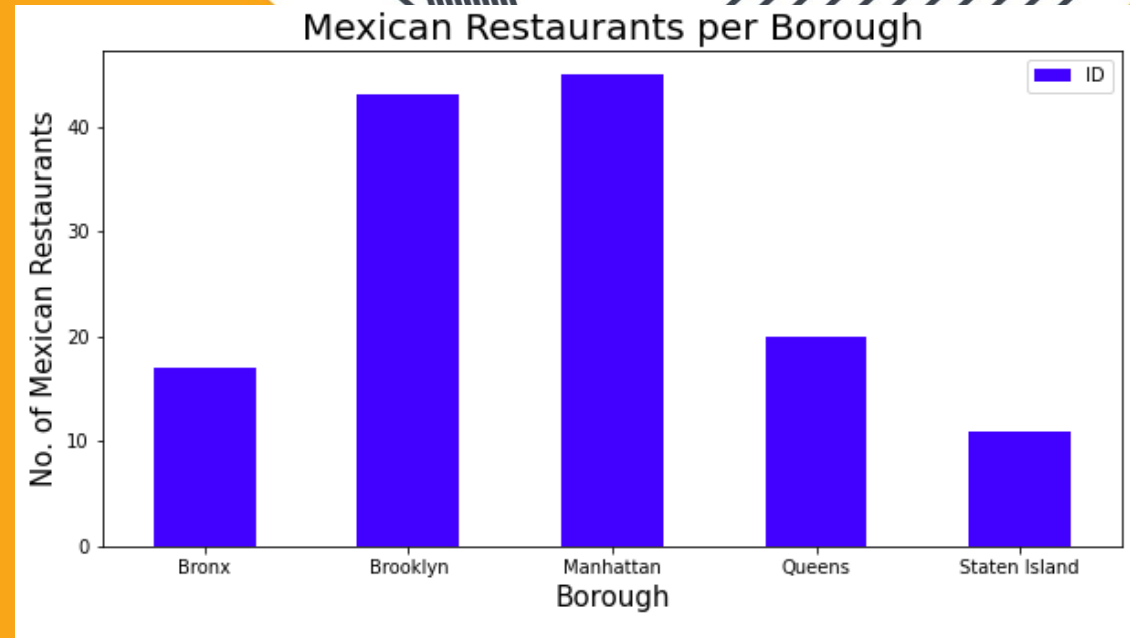
- I will collect data from https://cocl.us/new_york_dataset , then I will clean and move it into a dataframe
- I will use FourSquare to locate the venues and filter out the Mexican Restaurants
- I will take into account the total number of neighborhoods by borough
- I will also consider which borough has the least amount of Mexican restaurants
- Finally, I will consider which borough is ideal for opening a Mexican restaurant based off of number of neighborhoods and number of Mexican restaurants already opened within those neighborhoods

Results



Based off this graph, the three boroughs with the most neighborhoods include Queens, Brooklyn and Staten Island

Results



Based off this graph, Staten Island has the least amount of Mexican restaurants within the borough

Results

	Borough	Neighborhood	ID	Name
105	Staten Island	Stapleton	53ba2986498efc27ecf908d4	El Patron Restaurant & Lounge Inc.
106	Staten Island	Rosebank	548a376f498ed35b87006f24	Maizal
107	Staten Island	Rosebank	4b63743df964a520117b2ae3	Yummy Taco
108	Staten Island	Rosebank	54d69da4498ee4139d7e4983	Mazial
109	Staten Island	West Brighton	4be60a50bcef2d7fa3bb04e5	Burrito Bar
110	Staten Island	New Springville	4f8f480ce4b06b50aec5da08	QDOBA Mexican Eats
111	Staten Island	New Dorp	4f5d5bb5e4b035e31551ddc9	Cantina Mexicana
112	Staten Island	Woodrow	58ca4ef615fb435cb5b8b9d0	QDOBA Mexican Eats
113	Staten Island	Tompkinsville	4bbfd2712a89ef3b82afef88	Taqueria El Gallo Azteca
120	Staten Island	Clifton	548a376f498ed35b87006f24	Maizal
121	Staten Island	Clifton	54d69da4498ee4139d7e4983	Mazial

Turning our focus towards Staten Island now, it appears

there 11 restaurants open within 8 neighborhoods of

Staten Island

Discussion

Judging from the results, I would say the ideal location for opening a Mexican restaurant is in the borough of Staten Island. With this borough being the third borough with the most neighborhoods and having the least amount of Mexican restaurants, I would name this location to be the best. There is little to no room for competition and Staten Island has a lower real estate price rate compared to Manhattan and Brooklyn.